

THE MICHIGAN BROADCASTER

Editorial

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naYES! 2

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After last week's Apple "[There's FM radio in the new nano](#)" announcement, [we celebrated the event in this blog](#). This step is something of a validation for broadcast radio, long the victim of bad PR and a lot of media piling on.

OK, it's true that some of [these wounds were self-inflicted](#), but radio has been the victim of the media's fascination with [what's hot and new](#). Amazingly, other "old media" - namely newspapers and television - often seem to be the source of much of this "radio sucks" coverage.

So when Steve Jobs finally decided that it was in Apple's best interest to admit that [broadcast radio can be part of the portable entertainment menu](#) - at least on the nano - it was one of those [good news stories](#) that so often eludes radio.

But the even better news came the next day in an *Ad Age* "Mediaworks" email blast. In a story called "Radio Rejoices as iPod Nano Gets FM Tuner," writer Andrew Hampp liberally quotes the Jeff's - [Haley](#) and [Smulyan](#) - as both executives offer excitable comments about this technical development.

<[CLICK HERE FOR AD AGE MEDIAWORKS ARTICLE](#)>

[Recognition](#). [Validation](#). [Exhilaration](#). Words that haven't been in the same sentence as "radio" for a long time now.



The *Ad Age* article, and all the [other similar stories](#), should be part of the permanent arsenal in every radio sales rep's packets. The next time a buyer or advertiser tells you that radio has seen better days, or that no one's listening, or is out of step with the times, just [show them a picture of radio's newest fan](#).



Post script: Yesterday I received a note from Randy Brazell, executive producer of the [John Boy & Billy Big Show](#). Among other things, Randy loves [gadgets and technology](#), and was especially excited to hear about the new nano. Here are his comments:

OK, so I picked one up on Friday and the device is awesome! On the down side, I have spent the whole weekend being pissed off at our industry... once again we are in our own way.

This integrated FM tuner is a gift to our industry - and has huge potential to bring some of the cool factor back to radio... but I think that the tagging feature is critical to the success of it. So, I ran down the entire FM dial from our parking lot - I was able to hit 22 stations. Of the 22, only 14 had RDS enabled - and of them, only five stations supported the tagging feature. AARRGGG!!

The five stations do have something remarkable in common - they are ALL Clear Channel stations! So, while I'm delighted that we're in the "part of the solution" crowd - this is something that our whole industry NEEDS to get on board with... if this proves profitable to Apple, FM tuners could show up on all of the iPod devices - We have the chance to be a free music sampling source for a whole new generation - are you and I the only ones left who remember what that was like?

What can we do?

[Good question.](#) As always, [your comments are welcome.](#)